

## Message Text

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43

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 122421

R 231401Z JUL 76

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 3242

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 21481

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: FY-76 CCP: FOURTH QUARTER PROGRESS REPORT

REF: (A) STATE 137322, (B) PARIS 12071

1. COUNTRY COMMERCIAL ACTION GROUP'S (CCAG) REVIEW OF FY-76 CCP FOURTH QUARTER PROGRESS REPORT FOLLOWS. (COMMENTS ARE LIMITED TO SIGNIFICANT VARIATIONS FROM TARGETED REQUIREMENTS.) DURING QUARTER COMAFF WAS SHORT TWO OFFICERS - CONTINUED ABSENCE OF JANET JOHNSTON (CAMPAIGN 1) AND TEMPORARY TRANSFER OF JOHN MAIERS (CAMPAIGN 4) TO OTHER E/C FUNCTIONS - WITH RESULTANT REDUCTION IN RESOURCES AVAILABLE FOR INITIATIVE ACTIVITIES.

2. CAMPAIGN ACTIVITIES.

A. CAMPAIGN 1 (PRINTING AND GRAPHIC ARTS EQUIPMENT).

ITEM 1. REPORT ON CORPORATE IN-HOUSE PRINTING PLANTS NOT YET PREPARED. MARKET RESEARCH REPORT ON PRINTING AND GRAPHIC ARTS IS UNDER PREPARATION BY BRITISH FIRM AND DUE JANUARY 1977. LIST OF END-USERS NOT INCLUDED IN THAT SURVEY WILL BE SUBMITTED DURING FY-77. ITEM 2. REPORT EVALUATING FRENCH TRADE PROMOTION EVENTS WILL BE UNCLASSIFIED

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SUBMITTED FIRST QUARTER FY-77. ITEM 3. ONLY ONE PTO

SUBMITTED VERSUS 10 TARGETED.

B. CAMPAIGN 2 (WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT AND INSTRUMENTS). ITEM 1. RESULTS OF TC SHOW ON POLLUTION CONTROL EQUIPMENT HELD MARCH 30-APRIL 2, 1976 WERE REPORTED IN THIRD QUARTER PROGRESS REPORT. ITEM 2. A TOTAL OF 254 CALLS WERE MADE ON KEY PROSPECTS VERSUS 100 CALLS REQUIRED. ITEM 3. FRENCH POLLUTION CONTROL EQUIPMENT SHOW, ENVIRONMENT-EXPO, HAS BEEN RESCHEDULED FOR DECEMBER 7-11, 1976 AS THE SECOND INTERNATIONAL ENVIRONMENTAL WEEK (SEE PARIS A-495 OF NOVEMBER 24, 1975 AND PARIS A-215 OF MAY 6, 1976). ITEM 6. APPROXIMATELY 25 SHOWINGS OF USIA FILMS ON ENVIRONMENTAL PROBLEMS WERE HELD, FAR EXCEEDING CCP TARGET OF ONE.

C. CAMPAIGN 3 (ENERGY SYSTEMS). ITEM 1. NO ARTICLE WAS PUBLISHED IN THE MEDIA. ITEM 2. EDF REGIONAL DIRECTOR FOR PARIS WAS VISITED AND DETAILED PLANNING DOCUMENTS FOR DIRECTION OF FRENCH NUCLEAR POWER PROGRAM WAS OBTAINED. DOCUMENTS WERE FORWARDED TO USDOC UNDER COVER OF PARIS A-213 ON MAY 5, 1976. OTHER REGIONAL DIRECTORS WERE NOT VISITED SINCE THIS ACTION WAS NOT DEEMED IMPERATIVE AFTER HAVING OBTAINED THE ABOVE-MENTIONED DOCUMENTS. ADDITIONAL ITEMS. FOUR LICENSING OPPORTUNITIES IN THIS CAMPAIGN AREA WERE DEVELOPED. PURSUANT REFTTEL A, EMBASSY IS ENDEAVORING TO FIND A SUB-THEME WITHIN ENERGY SYSTEMS CATEGORY THAT IS PROMOTABLE AS TC EXHIBITION.

D. CAMPAIGN 4 (FOOD PROCESSING AND PACKAGING EQUIPMENT). ITEMS 1 AND 2. TC SHOW ON FOOD PROCESSING AND PACKAGING WAS CANCELLED. ADDITIONAL ITEMS. ALTHOUGH NO PTO'S WERE CALLED FOR DURING THIS QUARTER, 5 WERE DEVELOPED AS WELL AS ONE LICENSING OPPORTUNITY.

E. CAMPAIGN 5 (CONSUMER GOODS). TWELVE PTO'S (TELEGRAMS) WERE SUBMITTED VERSUS 90 (SIC NUMBERS) TARGETED. ITEM 3. CATALOGUE SHOW IN LYON WAS CANCELLED. ITEM 4. NAMES OF INFLUENTIAL FRENCH EXECUTIVES OF KEY IMPORTING UNCLASSIFIED

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ASSOCIATIONS WILL BE SUBMITTED FOR CONSIDERATION AT SEPTEMBER MEETING OF EMBASSY'S LEADER GRANT COMMITTEE. ITEM 5. UP-DATING OF MARKET POTENTIAL SURVEY FOR AMERICAN CONSUMER GOODS WILL BE PREPARED DURING FIRST QUARTER FY-77. ADDITIONAL ITEMS. WHILE IN-STORE PROMOTION BY NOUVELLES GALERIES IS STILL POSTPONED, EMBASSY HAS BEEN IN TOUCH WITH FRENCH DEPARTMENT STORE, LA SAMARITAINE, WHICH HAS EXPRESSED INTEREST IN IN-

STORE PROMOTION EARLY FALL 1977 (SEE PARIS 18611).

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F. CAMPAIGN 6 (COMPUTER AND EDP EQUIPMENT). ITEM 1.  
IN VIEW OF RECENT ARRIVAL OF NEW CAMPAIGN MANAGER,  
EMBASSY DEFERS SUBMISSION OF REPORT ON MARKET CONDITIONS  
WITH REGARD TO AGENCY AGREEMENTS UNTIL NEXT FALL.  
ADDITIONAL ITEM. LOCALLY-MOUNTED FOREIGN BUYER GROUP  
WAS ORGANIZED TO ATTEND NATIONAL COMPUTER CONFERENCE  
IN NEW YORK JUNE 7-11. CAMPAIGN MANAGER ACCOMPANIED  
108 FRENCH DATA-PROCESSING EXECUTIVES AND DEPENDENTS  
AND ASSISTED IN ARRANGING APPOINTMENTS WITH U.S.  
EXPORTERS.

G. CAMPAIGN 7 (INVEST IN USA). ITEM 1. ONE-DAY  
SEMINAR NOT CONDUCTED IN LILLE DUE TO SCHEDULING  
DIFFICULTIES. HOWEVER, CAMPAIGN MANAGER DID MEET  
EXTENSIVELY WITH POTENTIAL INVESTORS DURING FIELD TRIPS  
TO NICE, MONACO AND DIJON. FRENCH INTEREST IN INVEST-  
MENT IN U.S. IS CONTINUING TO GROW AND EMBASSY PLANS  
TO CONTINUE SOMEWHAT REDUCED LEVEL OF TREATMENT OF  
THIS CAMPAIGN, I.E. SHIFT FROM PROMOTIONAL EFFORT TO

FACILITATIVE ASSISTANCE.

3. NON-CAMPAIGN INITIATIVE ACTIVITIES.

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HOTEL AND RESTAURANT EQUIPMENT. DUE TO OVERSIGHT,  
EMBASSY DID NOT INCLUDE IN CCP THIRD QUARTER PROGRESS  
REPORT RESULTS OF THE HOTEL AND RESTAURANT EQUIPMENT  
SHOW HELD IN PARIS AND LYON. SHOW RESULTS WERE  
DISAPPOINTING (SEE PARIS A-139 OF MARCH 19, 1976).  
GAMMON

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